

NIQ Activate
Case Study

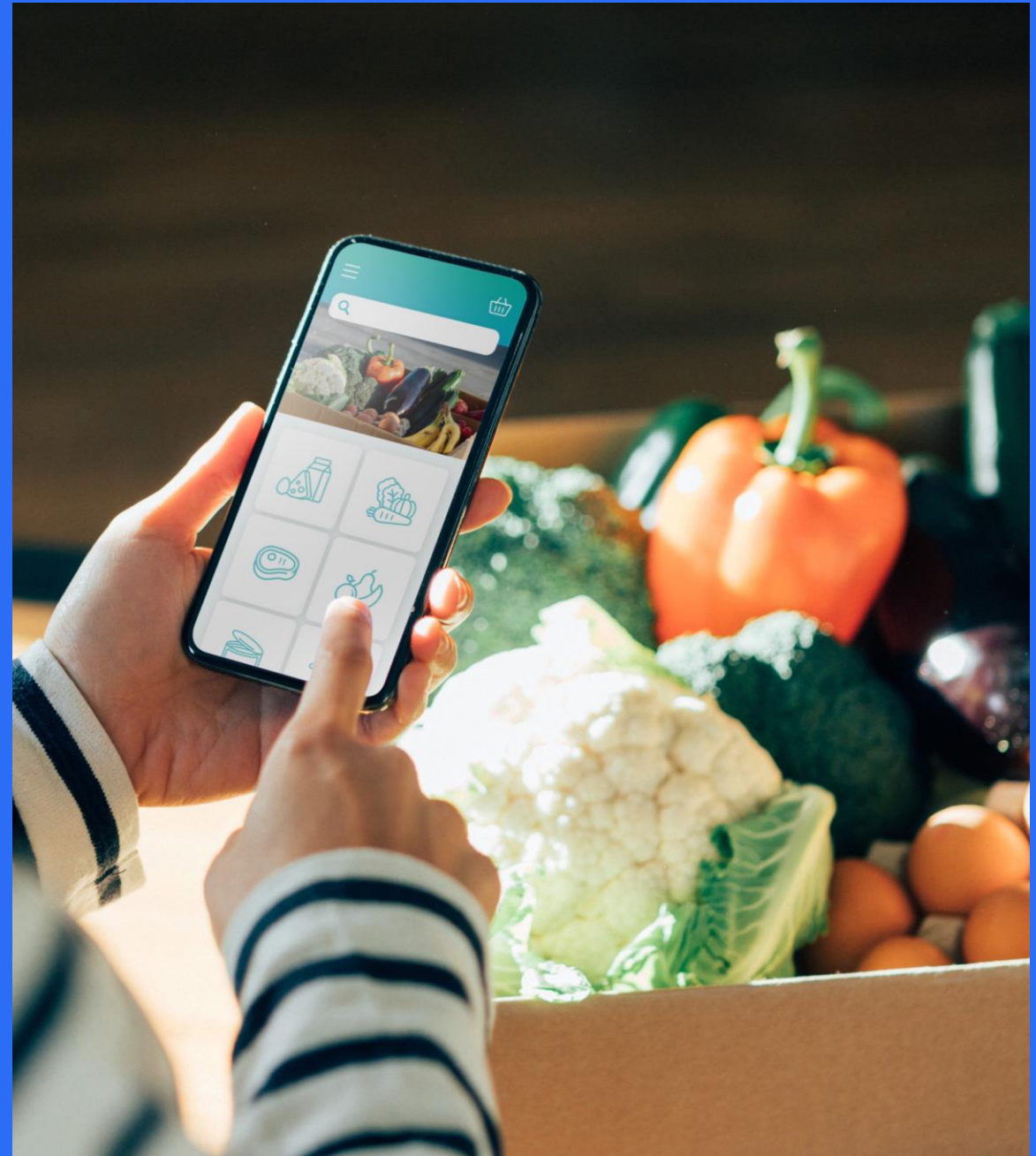
**FreshDirect leverages data
and supplier collaboration
to enhance customer
experience and drive growth**

*Find out how FreshDirect boosts
customer satisfaction and fuels
growth through data insights and
supplier collaboration with NIQ
Activate platform*



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On the supplier collaboration side, I think one of the most exciting improvements that the NIQ Activate platform has brought to our business is that it's allowed our suppliers to *optimize how they're spending* their funding more effectively. Since we launched the platform, we've indicated that suppliers who are engaged with the data and platform by leveraging the insights hub are **performing 8% better** than their competitive set year-to-date. This underscores the power of the insights to help them *drive growth within the business.*”

—Charlotte Myer, SVP of Merchandising, FreshDirect



Exploiting data to stay one step ahead

Since 2002, FreshDirect pioneered and has refined the direct-to-customer eCommerce offering and delivery model serving customers in New York and the tri-state area with a wide range of products, initially starting with fresh foods (produce, meats, prepared meals) and subsequently branching out into grocery, dairy, frozen and non-food staples. As a pioneer in eCommerce, FreshDirect has always embraced innovative merchandising and marketing strategies to deliver customer value and grow its business.

To remain at the cutting edge of online grocery, the retailer partnered with [NIQ Activate](#) to convert significant volumes of data into centralized insights to power the business and collaborate better with its suppliers.

Leveraging the unique power of its 1st-party data (every transaction by every customer every day at item level, as of yesterday; no sample universe projections, no multi-source inference, no sample size barriers etc.), FreshDirect knew that there were unique insights both for their Category Merchandisers as well as Supplier partners if the data could be harnessed through a simple, yet powerful web-based delivery platform.

Enter NIQ's Activate platform which offered an efficient, seamless and rapid-to-market solution empowering them to identify potential areas of improvement in customer satisfaction and identifying new opportunities for growth.

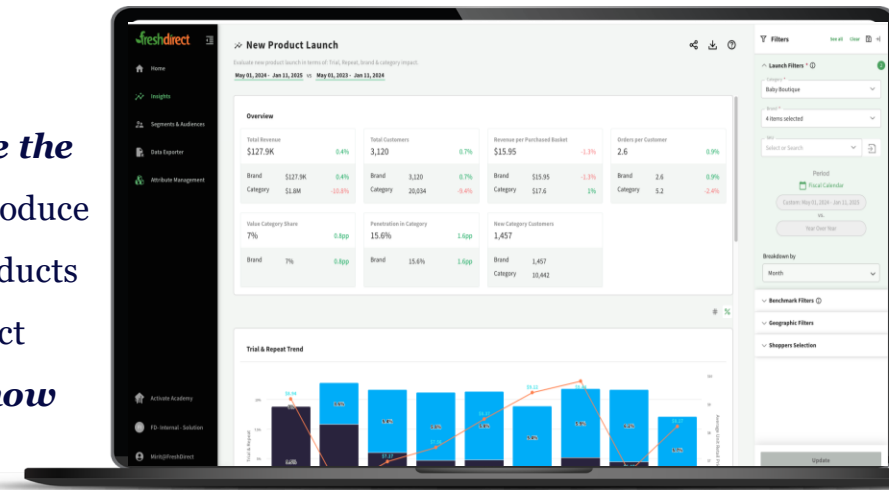
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Transforming category merchandising for sustainable business growth

The NIQ Activate platform has redefined how FreshDirect approaches category merchandising, enabling smarter, data-driven decisions that drive business growth across key areas like assortment, pricing, and promotions. By leveraging those actionable insights, FreshDirect has built a foundation for sustained success.

The platform empowers the retailer to curate an assortment with a compelling value proposition. Reports like the assortment rationalization report allow teams to ***evaluate the impact of discontinuing specific products and identify opportunities*** to introduce items that better align with customer preferences, such as unique dietary options or products with strong brand loyalty. FreshDirect also benefits from detailed analysis of new product launches, ***providing a clear understanding of when to introduce products, how they resonate*** with current customers, and their potential to attract new shoppers.

Promotional insights are another key area where NIQ Activate delivers significant value. The platform equips category managers with real-time data to assess promotional price points, thresholds, and timing, enabling FreshDirect to optimize strategies for each category. This ensures customers receive the best value while the business maintains profitability. For example, the platform tracks the number of SKU's purchased during specific promotions, helping the team fine-tune levels to maximize both customer satisfaction and financial returns.



Partnership in action: Empowering growth through shared insights

Beyond internal use, NIQ Activate facilitates collaboration between FreshDirect and its suppliers, strengthening partnerships through shared data insights.

Suppliers gain access to always-on customer dynamics, promotion performance, and category trends, creating a foundation for effective joint planning.

This data-driven approach enhances decision-making around assortment, promotions, and marketing programs, fostering confidence and alignment between FreshDirect and its supplier partners



Hamilton Colwell, Founder and CEO of Maia Yogurt, underscores the platform's value:

“*The FreshDirect iHub is our weekly/daily source for **real-time data**. It's a quick way to dive deep and review sales, slice the data as needed and can identify trends or issues. The iHub provides **key insights** in the sales process and category competitive trends. The iHub gives us holistic, detailed and actionable insights on my FreshDirect business that **help drive incremental sales** for FreshDirect.”*

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We were charter members to FreshDirect’s Insights Hub platform which greatly improved the range, speed and flexibility of measuring our performance in their e-Comm channel.

The unique aspect of their 1st-party data is that we can see volumetrics, the customer base, and basket \ transactional data all in one place which more accurately tells us what’s happening and what we need to refine.

My personal favorites are the Category Share Report, Gain \ Loss \ Switch, and the New Item Tracker. Having IHub hasn’t automatically made our FreshDirect channel business better; making better-informed decisions based on how we use it and what it tells us has.”

—Rob O’Donnell, VP e-Commerce & Digital Marketing, Applegate



By combining real-time data, powerful analytics, and collaborative tools, NIQ Activate helps FreshDirect and its suppliers make informed decisions that drive growth, optimize operations, and deliver greater value to customers

Suppliers such as *Applegate and Sabra* have also highlighted the platform’s impact.

Applegate leverages Gain & Loss and Category Share Reports to refine its strategies, noting how the platform combines volumetrics, customer, and transactional data to offer a complete view of performance.

Similarly, Sabra relies on Purchase Combination analysis to inform offer construction and improve campaign performance, with team members remarking on the platform’s ability to provide self-service, on-demand deep insights that streamline decision-making.

NIQ Activate: The retail WIN-WIN-WIN model

NIQ Activate has helped FreshDirect improve retailer-supplier-customer collaboration by democratizing access to data internally and externally:

- For FreshDirect, NIQ Activate informs every aspect of category merchandising, from product to pricing, promotion to strategic planning
- As a strategic collaboration platform with supplier partners that facilitates effective joint business planning and maximizes budgets
- Customers enjoy the optimum choice of products, a wide range of relevant and appealing offers and the best value for money.



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*We've gotten great feedback from our suppliers, that **using the NIQ Activate platform has helped them make better, more strategic recommendations and has really helped facilitate more effective joint business planning.***

I would recommend the platform to any business owner that has a lot of data but doesn't necessarily have a great way to harness that data into actionable insights"

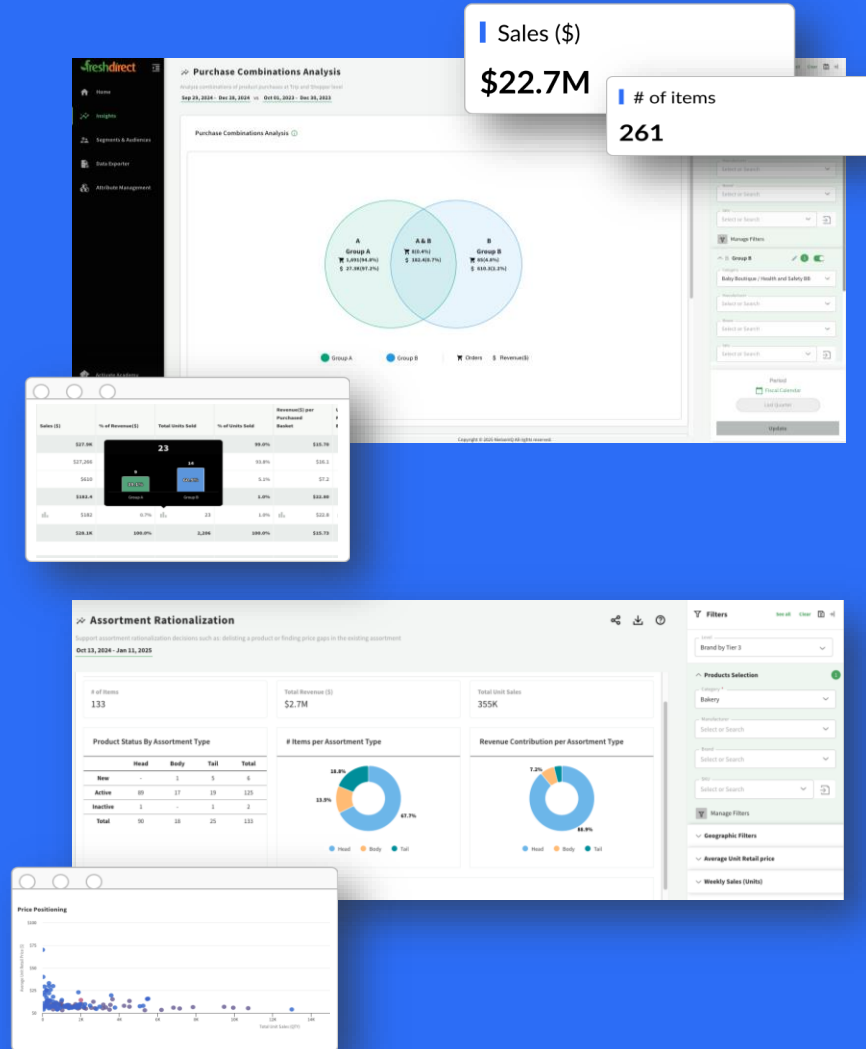
— Charlotte Myer, SVP of Merchandising, FreshDirect



“We utilize the FreshDirect insight Hub weekly, and even sometimes daily. The *real-time, self-serve data is extremely valuable* as I can deeply and easily monitor sales, slice the data as needed and can swiftly identify trends or issues.

The Hub provides key insights at each step of the sales process from demand planning to campaign performance and POS sales. I can also glean insights on category and competitive trends, as well as consumer purchase behaviors. One of the key reports I regularly use is the Purchase Combination report, which allows me to see overlap purchase between SKUs or groups of SKUs. I like to use this to inform products to feature together in campaigns and promos to *drive sales against product pairings that many consumers already love*. Overall, the iHub gives me holistic, detailed and *actionable insights* on my FreshDirect business that help me *drive sales and performance*.”

—Lexi Schaumburg, eComm Analyst, Sabra





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*When we started onboarding our supplier partners into NIQ Activate the first feedback we received from them was how **easy the platform was to use**, how quickly they could access the insights they needed and how intuitive it is. It received high marks overall on usability and **speed to insights**.*

*Six months later we began using the platform to power our joint business planning process and overhaul our strategic business planning process with our key supplier partners. Once again, we've had **excellent feedback**.”*

—Charlotte Myer, SVP of Merchandising, FreshDirect

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Food that delivers you.™



About FreshDirect

[FreshDirect](#) has offered the best in fresh food since 2002—we can proudly say that we pioneered online grocery shopping. Get the best in-season picks, local goods, chef-prepared meals, and your favourite brands delivered to your home or office. From our state-of-the-art facility in the Bronx, we provide grocery delivery to the greater New York City metropolitan area, with seasonal service to eastern Long Island and the Jersey Shore.



About NielsenIQ

NielsenIQ (NIQ) delivers [the Full View™ for Retail](#), powered by the most complete data and advanced technology. With a suite of tools designed for a new era of intelligence, you can translate insights into powerful, profitable action and stay ahead of the competition. Keep up with rapidly changing market dynamics and consumer behavior while collaborating with suppliers to make smart, fast decisions. NIQ is the world's leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth. NIQ combined with GfK in 2023, bringing together the two industry leaders with unparalleled global reach. Today NIQ has operations in more than 95 countries covering 97% of GDP. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms—NIQ delivers the Full View™. For more information, please visit www.niq.com